

EX PARTE OR LATE FILED

February 19, 1996

DOCKET FILE COPY ORIGINAL

The Honorable Reed Hundt
Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, DC 20554

Dear Chairman Hundt:

I am writing to encourage you to strengthen the guidelines for the Children's Television Act of 1990 (MM No. 93-48). As a Head Start teacher, I have observed the impact of television on children in the classroom over a number of years.

Long term studies show that television has an incredible impact on our children - most particularly, violence on television. Broadcasters have the ability to create programs that nourish the minds of children. However, children are being offered violent cartoons and unlimited access to adult programming that promotes questionable values and violence through adult sitcoms, talk shows, old movies, and "thriller" shows. There are few programs offered on television with the intent of enriching the minds of children.

The FCC needs to strengthen the guidelines for the Children's Television Act by establishing policies designed to safeguard the interests of children. These could include a more detailed definition of "educational" programming and a requirement that television stations air at least one hour a day of 30 minute educational shows during child viewing hours: 7:00 AM to 10:00 PM, in regularly scheduled time slots.

Please make this happen, for the youth of America.

Sincerely,

Sarah G. Noble

Sarah G. Noble, teacher
3138 E 15th Avenue
Spokane, WA 99223-5110
(509) 534-9642

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EX PARTE OR LATE FILED

February 21
1996 9348

Dear Secretary FCC,

DOCKET FILE COPY ORIGINAL
Please add an
additional 3 hrs of
educational programming
for children for
each network.

We must concern
ourselves with
protection of the
children

Louise Ramsay

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EX PARTE OR LATE FILED

MM93-48

February 20, 1996

The Honorable Reed Hundt
Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, DC 20554

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Dear Chairman Hundt,

On behalf of the Child Advocacy Committee of Phoenix Children's Hospital and members of the Executive Committee of the medical staff, we are writing to encourage you to strengthen the guidelines for the Children's Television Act of 1990 (MM No. 93-48).

As the only children's hospital in Arizona, Phoenix Children's Hospital feels a responsibility to give voice to issues that impact children. We have a medical staff of more than 700 physicians, and our primary service area has a population of 3 million. Our secondary service area includes another 550,000 people.

We understand that the FCC will be considering whether television broadcasters should air more educational programming for children. We strongly advocate that this is necessary. You will also determine how educational programming should be defined. That definition needs to be clear enough to avoid "game-playing" by television stations that bill traditional cartoons or violence-filled Saturday morning programs as educational.

Broadcasters have the talent to create children's programs that are both educational and entertaining. They might well include animated characters or trendy music video techniques. But, the educational message should be pervasive throughout the entire program. Token one-liners or a one-minute educational public service announcement at the end of a program is insufficient.

Broadcast television can play an unprecedented role in nourishing the minds of our nation's children. Programs to teach children how to stay healthy, for example, could have significant impact on our health care system for many years to come.

The FCC needs to strengthen the guidelines for the Children's Television Act by establishing real policies designed to safeguard the interests of our children. These should include a clearer definition of "educational" programming and a requirement that television stations air at least one hour a day of 30-minute educational shows between 7 a.m. and 10 p.m. in regularly-scheduled time slots. We see this as an important first step to making television better for our children.

No other regulatory body is in a position to make this happen. America's children are counting on you, and so are we.

Sincerely,

A handwritten signature in dark ink, reading 'Richard H. Reznick MD'.

Richard H. Reznick, MD
Child Advocacy Committee Chairman

A handwritten signature in dark ink, reading 'Mark F. Rudinsky MD'.

Mark F. Rudinsky, MD
President of the Medical Staff

See Attached List of Supporters

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**Supporters Listed in Order
of Accompanying Signatures**

Charles P. Dries, MD, General Pediatrics
Child Advocacy Committee

Jeffrey C. Weiss, MD, General Pediatrics
Child Advocacy Committee

Thomas F. Moore, MD, Ophthalmology
Child Advocacy Committee

Sally Moffat, RN
Child Advocacy Committee

Michael C. McQueen, MD, Neonatology
Executive Committee of the Medical Staff

Harold Magalnick, MD, General Pediatrics
Executive Committee of the Medical Staff

David Solomon, MD, General Pediatrics
Executive Committee of the Medical Staff

Marshall D. Lustgarten, MD, Radiology
Executive Committee of the Medical Staff

Janice P. Piatt, MD, General Pediatrics
Executive Committee of the Medical Staff

John Raines, MD, Otolaryngology
Executive Committee of the Medical Staff

Leigh C. McGill, MD, Pediatric Surgery
Executive Committee of the Medical Staff

Alan B. Singer, MD, General Pediatrics
Executive Committee of the Medical Staff

Robert Bailey, MD, Urology
Executive Committee of the Medical Staff

Terry C. Ramsey, DDS, Dentistry
Child Advocacy Committee

Stanley A. Gering, MD, General Pediatrics
Child Advocacy Committee

Signature:

Charles P. Dries MD

Jeffrey C. Weiss

Thomas F. Moore, MD

Sally Moffat RN

Michael C. McQueen

Harold Magalnick MD

David Solomon MD

Marshall D. Lustgarten MD

Janice P. Piatt MD

John Raines

COO

Leigh C. McGill MD

Alan B. Singer MD

Terry C. Ramsey DDS

Stanley A. Gering MD

9348

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February 20, 1996

Mr. Reed Hundt
Chairman
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

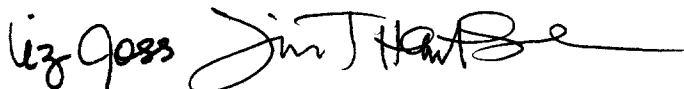
Dear Mr. Hundt:

Hooray for your efforts to support educational programming for children as mentioned in Molly Ivins' recent column. We know a lot of children whose greatest influence is TV, and we fear for their futures--and for our one-year-old son growing up with those kids. We all know TV warps values, gives people an unrealistic view of the world, not to mention glossing over the consequences of sex and violence. Still, we watch plenty of TV, but we can distinguish between fact and fiction, and we are also educated and financially able to pursue other entertainment options for our family. A lot of families don't have those choices, so they're left with TV.

Broadcasting is not a right, it's a privilege allowed by the American people through your commission, so we say more power to you. We don't care what kind of threats, arm twisting or other methods you have to use to increase the amount of educational programming, but please stay on that course.

Thank you.

Sincerely yours,



Liz Joss and Jim Thomason
1132 Hawthorne Lane
Indianapolis, IN 46219

Campaign for Kids' TV

ACTION ALERT

Date: January 2, 1996
To: Members of the Coalition for America's Children
From: Emily Littleton, Project Coordinator
Center for Media Education
Re: The Children's Television Act of 1990

The battle over children's television is heating up. The Federal Communications Commission (FCC), the federal regulatory body that oversees the television industry, will be deciding in the next two months whether television broadcasters should air more educational programming for children, and how and whether that programming should be redefined. Their decision will focus on the Children's Television Act of 1990.

The Children's Television Act requires commercial TV stations to air educational programs specifically designed for children. Unfortunately, in 1991 the FCC adopted weak rules to implement this law. As a consequence, broadcasters have tried to claim shows like *The Jetsons*, *The Flintstones*, and even *The Mighty Morphin Power Rangers* as being shows "specifically designed to educate" young people.

Our coalition (which includes the American Library Association, the National Education Association, and the National PTA) has proposed that the rules implementing the Children's Television Act be strengthened: every TV station should be required to air at least an hour a day of educational children's television. While two of the five FCC Commissioners have expressed some support for our proposal, we are still short the third - and deciding - vote.

As a prominent child advocate, your voice carries weight at the national level. PLEASE write to the FCC before the end of February and ask that rules implementing the Children's Television Act be strengthened so that TV stations will truly serve the needs of children. We've included a sample letter to make it easy. If you can, modify the letter to put it in your own words, or reproduce it and distribute it to your membership or other local advocates. The more letters of support we generate, the better our chances.

Thank you for your support on this initiative. Please call me with any questions or suggestions. My phone number is (202) 628-2620. I'll be following up with you in the next few weeks.

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EX PARTE OR LATE FILED

Date: 2/22/96

The Honorable Reed Hundt
Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, DC 20554

Dear Chairman Hundt:

On behalf of my child advocacy organization, I am writing to encourage you to strengthen the guidelines for the Children's Television Act of 1990 (MM No. 93-48).

Broadcast television can play an unprecedented role in nourishing the minds of our nation's children. In the Commission's own words: "There are many imaginative and exciting ways in which the medium can be used to further a child's understanding of a wide range of areas: history, science, literature, the environment, drama, music, fine arts, human relations, other cultures and languages, and basic skills such as reading and mathematics which are crucial to a child's development." (1974 FCC Policy Statement)

Broadcasters have the talent to create children's programs which are as educational as they are entertaining. Yet, today's children have greater access to sensationalistic talk shows, violent cartoons, and adult sitcoms that they do to programming designed to enrich their minds.

The FCC needs to strengthen the guidelines for the Children's Television Act by establishing real policies designed to safeguard the interests of our children. These should include a clearer definition of "educational" programming and a requirement that television stations air at least one hour a day of 30-minute educational shows between 7 a.m. and 10 p.m. in regularly scheduled time slots.

No other regulatory body is in a position to make this happen. Please...America's children are counting on you.

Sincerely,

Pauline A Hoopes
(Signature)

PAULINE A HOOPES
Name (Printed)

PEDIATRIC NURSE PRACTITIONER
Title

The Village of Childhelp
Organization

**The Village of
Childhelp, Inc.**

14700 Manzanita Park Road
P.O. Box 247, Beaumont, CA 92223
Tel: (914) 845-3155

My organization's street address
(909) 845-3155

City/State/Zip

Phone